



## Supply Chain Visibility

- leverage real-time information about demand, orders, inventory and movements to streamline operations and increase your service level at warehouse

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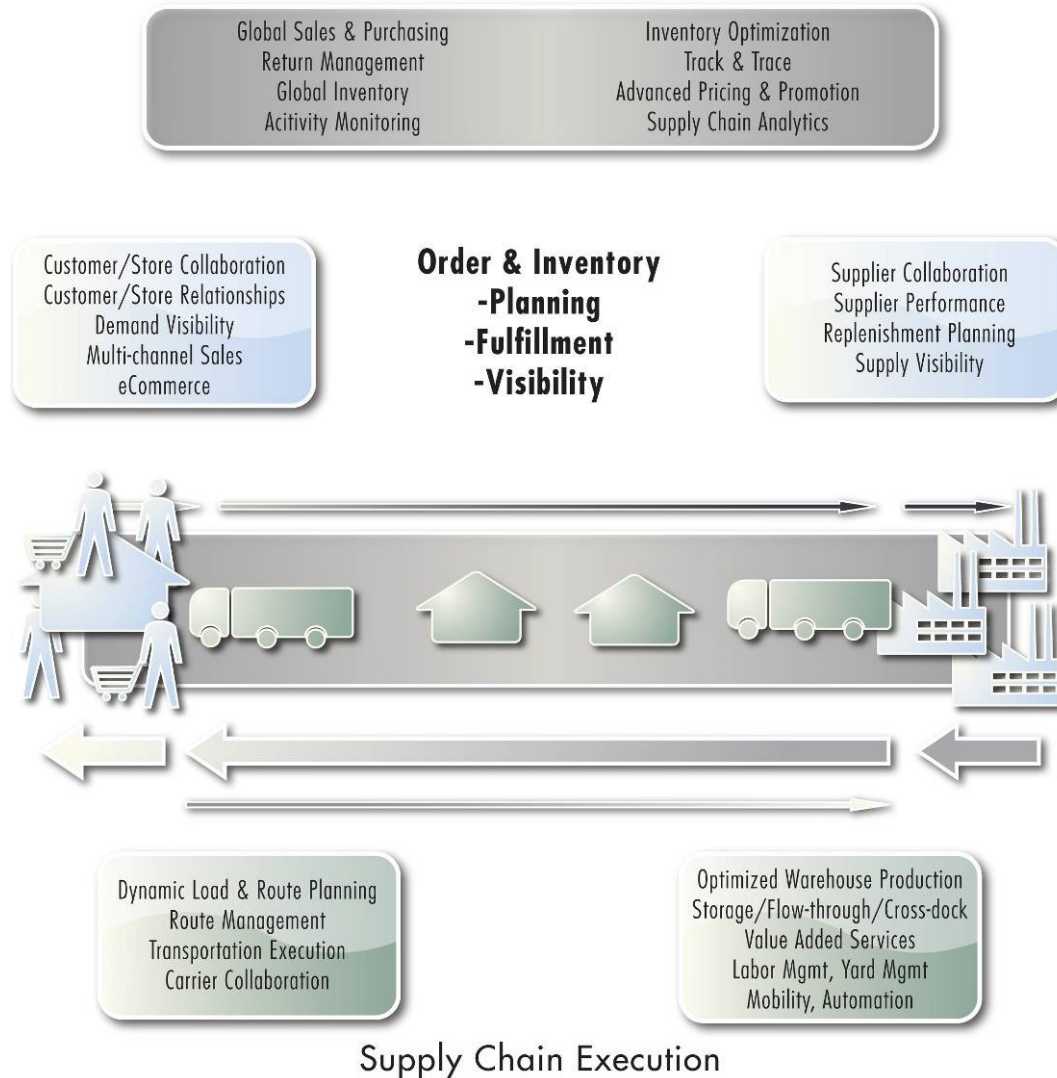
# Agenda

- Supply Chain Process Integration – Cornerstone for visibility
- Industry specific solutions - Key for intelligent demand-driven supply chains
- CDC Supply Chain – Customer-Proven solutions
- CDC Supply Chain Suite – Best-of-breed solutions at enterprise or node level
- Case Jysk Baltic-Balkans
- Case Ahold / Albert Heijn
- Questions



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# Supply Chain Process Integration – Cornerstone for visibility





# CDC Supply Chain – Customer-proven solutions

## CDC Supply Chain – Specialist Industry Solutions

Business Operation  
Industry Vertical



Food and beverages



Life Science



Parts/Hard goods



Wholesale & Retail  
Distribution

**Ahold ICA** NorgesGruppen  
Grocery Retailers  
Food Service Chains  
*Alko*  
BergendahlsGruppen EPK TUKO LOGISTICS

Drugstore Retailers  
Drug Wholesalers  
NMD Heltung as

**DSGi** DSG international plc tokmanni  
Home Products Retailers  
Specialty Wholesalers  
ahlsen JYSK SLO



Manufacturing  
Distribution

ALT 181 PEPSICO  
CPG Manufacturers  
WALKERS Gerber Foods

Packaged Product Manufacturers  
AstraZeneca

GM  
Component Manufacturers  
After Sales Distribution  
AVIALL K

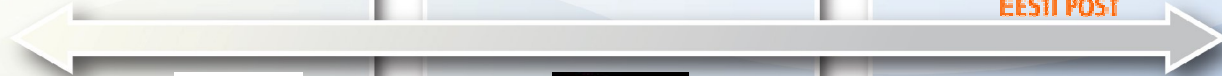


Logistics Services

PNL Pan Nordic Logistics  
SCHENKER Stines Logistics

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EESTI POST  
SCHENKER Stines Logistics



# CDC Supply Chain Suite – Best-of-Breed solutions at enterprise or node level





Riga November 05, 2008



## Case JYSK Baltic-Balkan

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Logistic Manager, JYSK Baltics & Balkans



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# Case Jysk Baltic-Balkans new Logistic Center

## ■ Background

- Due to rapid growth of sales in the Baltic and the Balkans, JYKS faced challenges of managing an increasing growth and operations in several different countries.

## ■ Goal

- High-speed warehouse operations with real-time planning, controls, monitoring and execution to achieve faster, more efficient shipments and deliveries with minimum handling of goods and maximum order throughput

## ■ Solution

- Warehouse Management system from CDC Software & TietoEnator

## ■ Results

- Fast implementation
- Easy to adopt

## ■ JYSK Logistics Center

- Total floor space is 50,000 square meters, now 27.000 in use, but already in the nearest future plans to double the capacity of its premises. The center supplies 35 stores, but it is planned that by the end of 2009 the number will grow to 50 stores.





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## Case Ahold / Albert Heijn

Supporting growth in Grocery Distribution

**Jouko Hoikkala,**  
Sales Director Finland, Baltic  
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# Ahold / Albert Heijn



- **Ahold is one of the largest grocery retailers in the world**
- **Rolling out a Common European Logistics Solution**
- **Albert Heijn in the Netherlands delivers to 700 stores**

- Business Challenges Before...
- **Differentiating picking strategies, warehouse layouts and throughput times by market and store format**
- **Finding a WMS capable of replacing (functionally rich) own IT solution.**
- **Support a Common European solution.**



# AH Logistics key figures



- 400 million order lines
- 500 million cases
- 650 stores
- 6000 employees
- 6 \* 24 hrs. operation
- 6 DC's
- Lead-time 9,5 - 18 hrs.
- Each 5 minutes a truck is leaving
- 99% service level
- Average Stock 2-3 days



# Albert Heijn's changing World



- Customers become more and more unpredictable
  - There is a need for maximum responsiveness for both information and logistics
- Manufacturers change their product portfolio more often
  - Shorter product life cycles for most of these products
  - Broader variety of products
  - Reduction of stock is necessary
- Number of market channels is changing and growing
  - *Planning and forecasting is not the solution*

# Business challenge and drivers



- Challenge:
  - How to differentiate towards the customer with an industrial, efficient, cost effective supply chain
- Logistic driver:
  - Make supply chain independent from differentiation with industrial efficiency
- IT driver:
  - Old systems not capable of supporting future logistics requirements

# Why CELS?

## (Common European Logistic Solution)



- Changed Business Model which results in:
  - POS lines are collected on a central level and are distributed to the different distribution centres
  - No direct orders from the stores to the distribution centres
  - ‘Near’ real time operation using a paperless RF environment
  - No planning and forecasting
  - Central control of the Supply Chain
  - Track and Trace (Food Safety)
  - Differentiation in lead time and frequency per combination of {format, store, assortment, time}: specific responsiveness
  - Unified WMS processes

## Challenges translated to WMS req's



- Real time processing of a high volume of order lines
- Flexibility in setting up warehouse structures (sites, automation, store formats)
- Differentiation of throughput times and lead-times
- Visibility of all parts of the supply chain
- Support different order picking methods
- Real time stock auditing
- Rule based control (alert triggering)
- 7 x 24 hour operation

# Some Results

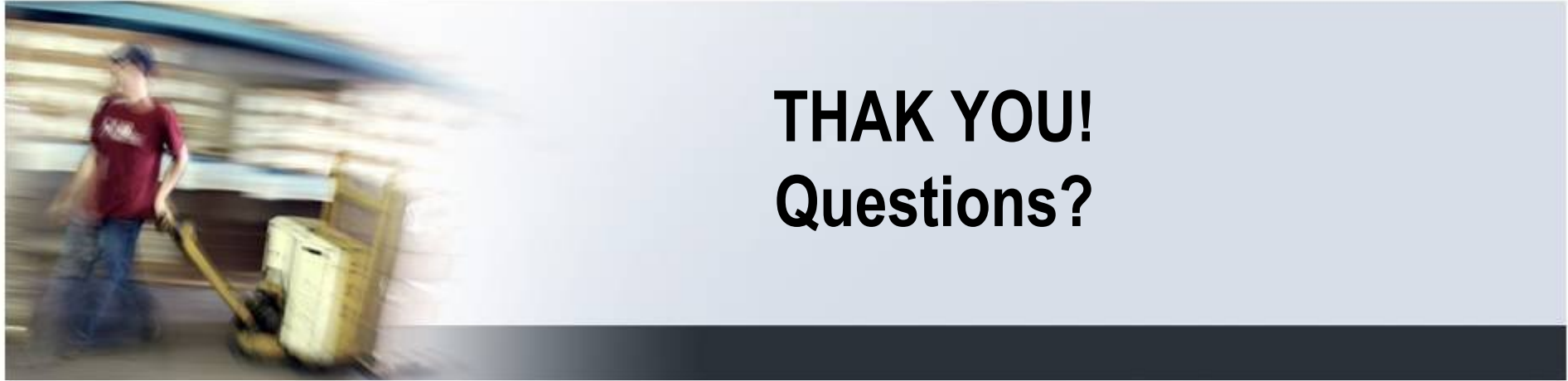


- 1.3 million cases picked per week per DC
  - Paperless environment & voice interaction turn DC inventory in 2-3 days
- Average stock turnover in fresh goods is 8 hours!
  - Stores visited 1-3 times per day – Speed vs Service
- Supply chain visibility – all contents via ASN information
  - Store sees planned contents in forming deliveries
- Transparent load planning
  - Load planning of departing vehicles on path level
  - Includes goods from the DC and transits from CW and vendors
  - Flexibility to handle late changes
- Implementation
  - Standardized process, work instructions, implementation method
  - **Standard solution – quick to upgrade**
  - **Albert Heijn can implement a new DC in 6 weeks**

Extremely fast flows  
Unified production model  
Real-time control  
– Visibility  
– Flexibilitet



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**THAK YOU!**  
**Questions?**

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CDC Supply Chain (Finland)



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**ECR** *Baltic*  
Efficient Consumer Response

**Efficiency Through EDI and Automatic Data  
Processing**

